

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/8/2013	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID), on behalf of the Avila Beach Advisory Board, to re-appoint Kim Silverman and Katie Manley to the Avila Beach Area Advisory Board.			
(5) RECOMMENDED ACTION It is recommended that your Board re-appoint Kim Silverman and Katie Manley to the Avila Beach Local Area Advisory Board for two-year terms.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW 			
(18) SUPERVISOR DISTRICT(S) District 2 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office
805/781-5496

DATE: 1/8/2013

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID), on behalf of the Avila Beach Advisory Board, to re-appoint Kim Silverman and Katie Manley to the Avila Beach Area Advisory Board.

RECOMMENDATION

It is recommended that your Board re-appoint Kim Silverman and Katie Manley to the Avila Beach Local Area Advisory Board for two-year terms.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May of 2010. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

At that same meeting, the Board's approved the Local Area By-laws which sets out how the local area boards will be organized and appointed (Article II attached). Members of the Local Area Advisory Board shall be appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted the Advisory Board vacancies according to this government code section.

The Avila Beach Local Area Advisory Board was formed on May 24, 2011. The Advisory Board adopted their by-laws on July 13, 2011. Section 1-c sets out the terms of the Advisory Board members initially as staggered two-year terms. Kim Silverman and Katie Manley were both appointed to two-year terms which expired in May. Both individuals have expressed a desire to continue on the Advisory Board. On December 12, 2102, the Avila Beach Local Area Advisory Board voted to recommend their re-appointment to the Advisory Board.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Avila Beach designated local areas met to form and determine the organization of their advisory boards. As noted above, the Avila Beach Local Area Advisory Board is recommending the re-appointment of Kim Silverman and Katie Manley.

FINANCIAL CONSIDERATIONS

None.

RESULTS

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County would not be establishing performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Kim Silverman and Katie Manley letters of interest
2. Avila Beach Local Area Advisory Board 12-12-12 minutes, page 2
3. Avila Beach Local Area Advisory By-laws - Article II Section 1c, page 2